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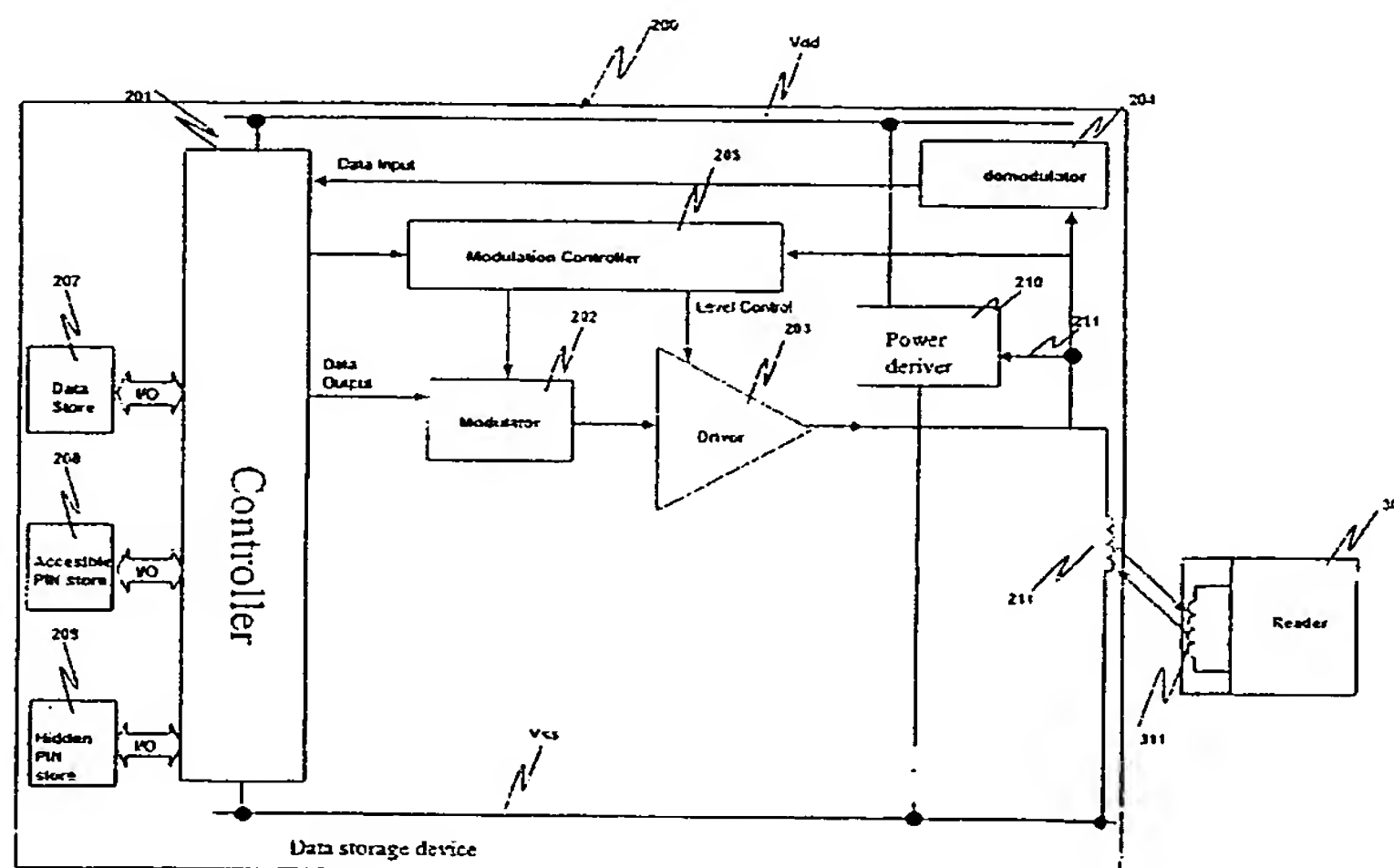
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(54) Title: DATA STORAGE DEVICES



(57) Abstract: A data storage device communicates wirelessly with a reader (300). The data storage device has a data store (207) for storing data and a hidden PIN data store (209) for storing identification data. A controller (201) of the data store has the ability to write identification data to the hidden PIN data store (209). The controller (201) controls operation of the data storage device in accordance with the outcome of a comparison between identification data stored in the hidden data store (209) and identification communicated to it by a reader (300). The controller (201) may enable the identification data stored in the hidden PIN store to be replaced or supplemented, in the event that a reader communicating with the data storage device provides to the data storage device identification data that has a predetermined relationship with, for example matches, the identification data stored in the hidden PIN data store (209).



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